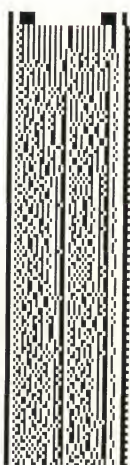


**Softstrip**<sup>®</sup>  
COMPUTER READABLE PRINT

The  
PC  
User's  
Edge

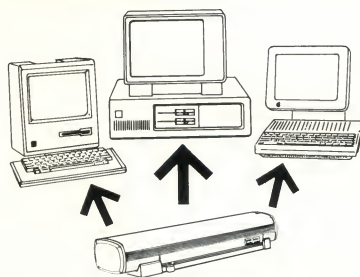
# HOW TO HANDLE YOUR DATA



**Softstrip**<sup>®</sup>  
COMPUTER READABLE PRINT

Enter it  
Store it  
Distribute it  
Transfer it

All with the **SOFTSTRIP**<sup>®</sup>  
system even between  
dissimilar computers.



## DATA TRANSFER

Moving data between dissimilar computers, operating systems, and programs is usually a complicated, error prone task that forces people to print out and rekey the data.

Now, the SOFTSTRIP® System solves this problem. Using an expanding library of easy-to-use Application Notes, you can easily, with just a few keystrokes, move data between the IBM PC and compatibles, Apple II and Macintosh.

Here's just one example—moving spreadsheets from Excel to Lotus 1-2-3. This is all you do:

- 1.) Create a WKS file with Excel. Select "Save As" from File Menu. Click on WKS, Click on Save.
- 2.) Print SOFTSTRIP® data strips of the .WKS file using Macintosh STRIPPER. Select File Conversion from Configure. Select Text from File Conversion.
- 3.) Read strips into IBM PC with the SOFTSTRIP READER. Filenames are automatically edited to match IBM requirements.
- 4.) Open the file from Lotus 1-2-3. Select retrieve from the File menu.

It's just as easy going the other way, from Lotus 1-2-3 on your IBM PC to Excel and on your Macintosh.

The whole process is simple and error-free.

Check out the full library of similar Application Notes. There are notes for:

- SPREADSHEET TRANSFERS
- SOURCE CODE TRANSFERS
- WORD PROCESSING TRANSFERS
- DESKTOP PUBLISHING TRANSFERS
- DATA BASE TRANSFER

And, of course, SOFTSTRIP technology lets you move data between home and office or between offices. There's no need for wires, cables or special single purpose software you might outgrow as your applications expand.



# ...for all your ...ding Needs!



## DATA STORAGE

Data backup and storage is greatly simplified with the SOFTSTRIP SYSTEM.

With standard computer technology, data is stored in two ways—on the original hardcopy or on disk or tape. The prudent user will backup critical information twice, storing the back-up copy separate from the working copy.

When stored information must be reentered into the data base two files must be consulted—the paper file in the cabinet and the disk file. Sometimes the two can't be brought back together. The answer is to reenter the hardcopy by keyed data entry.

The SOFTSTRIP SYSTEM solves these problems.

Using STRIPPER software, any data you wish to save can be printed out in SOFTSTRIP data strip form on paper.

The SOFTSTRIP can be photocopied, clipped to the original document and stored in your file cabinet. For safety, multiple photocopies can be made; store one in the office, one in the vault, one at home.

To retrieve the information and get it back into the data base simply pull the original document with the attached data strip(s). They're both in the same place. No searching dual files.

The stored information then is reentered, without keystrokes, in a matter of seconds using the SOFTSTRIP SYSTEM READER.

Simple, accurate, safe.



**Empire Medical Plan, Inc.**

**STATEMENT FOR LABORATORY SERVICES**

The laboratory bills submitted to your doctor have been approved by the Empire Medical Plan, Inc. and the amount due is shown on this statement. Please check the amount due and the date when payment is due. If you have any questions, please call the Empire Medical Plan, Inc. at (516) 434-1100.

**LABORATORY TESTS PERFORMED**

PLATELET COUNT  
PROTHROMBIN TIME  
AMOUNT DUE \$ 12.00

**PLEASE ATTACH BOTTOM PORTION AND ENVELOPE WITH YOUR PAYMENT TO READER**

TO GET AN UNPAID BILL, PLEASE CALL TO THIS CLINIC  
ATTN: BILLING DEPT. OR TO THE EMPLOYER'S BILLING DEPT.  
IF YOU ARE A MEMBER OF THE EMPLOYER'S BILLING DEPT.  
PLEASE DO NOT SEND PAYMENT TO THIS CLINIC

THIS BILL IS THE LABORATORY SERVICES PERFORMED IN CONNECTION WITH YOUR LABORATORY. A RECEIPT IS NOT REQUIRED.

AMOUNT DUE \$ 12.00

IF YOU HAVE ANY QUESTIONS REGARDING THIS BILL, CALL (516) 434-1100.

WE PRINTED THIS IDENTIFICATION NUMBER IN THE BOTTOM

## DATA ENTRY

Keystrokes are expensive in terms of time, costs and mistakes.

But about the only way hardcopy information can easily get into your computer system is through re-keying data.

Until now.

When your system is equipped with the SOFTSTRIP SYSTEM READER and STRIPPER software, all data can be printed and automatically entered in SOFTSTRIP form. The time, costs and mistakes of keystrokes are electronically eliminated.

With STRIPPER any computer information can be converted to SOFTSTRIP data strips, using your existing dot matrix or laser printer. In selected cases, you can even print the strip right on the original document, creating a document that is both human readable and machine readable.

Any document that must be entered into a data base at another location should be generated in SOFTSTRIP form. For instance, monthly price list updates, packing slips, check vouchers, and hundreds of other common documents. Usually these documents are printed out in hardcopy form and re-keyed in at the receiving locations. If the update is generated in SOFTSTRIP form, the recipient can eliminate key entry and enter the new information into his data base in just a few seconds using the SOFTSTRIP SYSTEM READER. And, the recipient still has the original hardcopy for his paper files.

If multiple locations are involved, both the SOFTSTRIP form and the hardcopy form can be photocopied. With the Softstrip System you can get all the advantages of paper plus electronic data delivery.

The result is fast, efficient and inexpensive distribution of your documents without the inevitable time delay and errors of keyed data entry.

When hundreds of different reports or other communications are involved, the saving in personnel costs, time and error costs can be substantial.

# THE SOFTSTRIP SYS

## SOFTSTRIP DATA STRIP

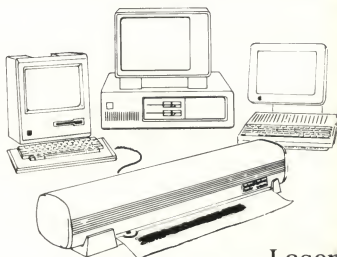
Any data in your personal computer can be printed, stored, distributed and re-inputted to your computer on paper, in machine readable form with Cauzin's SOFTSTRIP SYSTEM. From 1 to more than 5,000 bytes can be held on a single strip, depending upon printing method. (With laser data, just use more strips). Anything that can be stored on a disk can be printed in SOFTSTRIP form.

## SOFTSTRIP SYSTEM READER

The reader scans a SOFTSTRIP data strip up to 9 inches long in less than 30 seconds. Using advanced, near infrared technology is used to achieve the precision of the reader and redundancy of the SOFTSTRIP data strip, the error rate is 1 in 100 million. To read a strip, just place the reader over the strip and align the reader with the alignment marks. Accessory kits permit the reader to operate with IBM PC and compatibles, Apple II and Macintosh. Prices start at just \$199.95.

## STRIPPER™

To create your own strips, use STRIPPER software, an easy to use software package that allows the computer user to print SOFTSTRIP data strips on selected dot matrix or laser printers. STRIPPER operates with the IBM PC and Epson RX 80 and 100 series; with Macintosh and Imagewriter; and with Apple II Imagewriter and Epson printers.



Laser printers such as the HP Laserjet and Apple Laserwriter can also be used with Laser Stripper software.